

Amendments to the Abstract:

Please replace the Abstract in its entirety with the following amended paragraph:

Method ~~and system~~ for embedding a unique and different digital watermark in digital contents for each access without increasing the overhead or load at the contents server. The contents server has a digital watermark-embedded contents storage unit for storing a plurality of digital contents where a different digital watermark is embedded, and a fingerprint performing unit for, adding to the digital contents the information specified using a bit row that is formed by a digital watermark being embedded into each part of the digital contents.